

**CITY OF SCOTTSDALE TRANSPORTATION COMMISSION
REGULAR MEETING
THURSDAY, JUNE 19, 2003
KIVA - City Hall
3939 N. Drinkwater Boulevard, Scottsdale, Arizona 85251**

Present: Brian Davis, Commissioner
Mark Gilliland, Vice-Chair
David Hill, Commissioner
Vivian Johnson, Commissioner
Mark Melnychenko, Chairman

Absent: John Rooney, Commissioner

Staff Present: Rose Arballo
Madeline Clemann
Amy Corathers
Aaron Iverson
Michelle Korf
Fran LaPrairie

Others Present: Helene Buchman, Valley Metro
John Godec, Godec, Randall & Associates

1. CHAIRMAN MELNYCHENKO CALLED THE REGULAR MEETING TO ORDER AT 6:03 P.M.

2. SECRETARY ARBALLO CALLED THE ROLL.

All Commissioners, except for Commissioner Rooney, were present.

3. APPROVAL OF MINUTES OF MAY 15, 2003.

COMMISSIONER JOHNSON MADE A MOTION TO APPROVE THE TRANSPORTATION COMMISSION MEETING MINUTES OF MAY 15, 2003. COMMISSIONER GILLILAND SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY 5-0.

4. ITEMS FROM THE FLOOR.

None.

5. STREETS MASTER PLAN.

Mr. Iverson explained that this item is a continuation of the presentation given at the May 15 Commission meeting. He also stated that the purpose of this agenda item is to ask the Commission to recommend to the City Council the approval of the Streets Master Plan as drafted.

Mr. Iverson briefly mentioned what was discussed at the last meeting in May and stated that as of that meeting, minor revisions have been made to the draft Streets Master Plan. A copy of the revised draft plan was distributed to the Commissioners.

Mr. Iverson stated that some of the changes in the revised draft Streets Master Plan include: a slightly revised map in Chapter 3 – Street Classification and Design Guide; a Design Guide for each street classification; and two appendices. (Appendix A includes existing conditions, plans and programs, etc. Appendix B contains Access Control Policies relative to street classifications.)

Chairman Melnychenko and Commissioner Johnson commented on the thorough and well-written document developed by Mr. Iverson.

COMMISSIONER JOHNSON MADE A MOTION THAT THE COMMISSION RECOMMEND TO THE CITY COUNCIL TO APPROVE AND ACCEPT THE STREETS MASTER PLAN AS DRAFTED. COMMISSIONER HILL SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY 5-0.

6. REGIONAL TRANSPORTATION PLAN INPUT

Ms. Korf explained that over the course of the last several months, staff has been providing briefings to the Commission on a process that is underway at the regional level with regards to the extension of the freeway tax known as the Regional Area Road Fund (RARF). She then introduced Mr. Godec, one of the Maricopa Association of Governments (MAG) consultants soliciting feedback from stakeholders throughout the Valley as part of the regional planning effort that will lead to a Regional Transportation Plan.

Mr. Godec gave a presentation on the challenge to develop a transportation system that will continue to serve a population expected to double in the next 30 years. He explained that unless voters extend the half-cent sales tax, the Valley would be left without money to pay for major transportation projects in the future. Mr. Godec stated that MAG has done some extensive studies and outreach for the past two years in trying to identify future transportation needs. As part of this effort, MAG consultants have conducted a number of presentations and workshops to seek input. Mr. Godec asked for feedback from the Commission with regards to some of the priorities they feel should be reflected in the development of the Regional Transportation Plan. Mr. Godec explained that this input would be used in the creation of the new Regional Transportation Plan, which will guide transportation investments in the region for the next 20-30 years. More than 300 projects that could become a part of the plan have been identified.

Mr. Godec explained that MAG consultants have worked with a number of citizen groups on an exercise that will help prioritize specific projects. It is expected that the projects to be completed will be built from the estimated \$8.3 billion that will be collected over the next 20 years if the extension of the existing 1/2-cent sales tax is approved. This exercise was distributed to the Commissioners in the form of a survey asking them how they would spend the \$8.3 billion over the next 20 years.

The Commissioners will individually complete this exercise and return it to Transportation Department staff who will forward the questionnaires to Mr. Godec. Mr. Godec also mentioned that anyone interested in completing this exercise could do so on-line at “letskeepmoving.com”.

Commissioner Hill stated that he attended a public presentation at Horizon Park where this exercise was given and feels it is a good way to present the issue. He commented he is interested in the public opinion preferences indicating support for public transit, as he believes Scottsdale needs to build up transit options. Commissioner Hill asked if a date for the ballot referendum has been set. Mr. Godec stated the date will be set by the State Legislature and believes it will go to the voters in May 2004. Mr. Godec stated that a preliminary draft of the plan would be developed by the end of July and that a final draft for the Air Quality Analysis should be complete by the end of September. The final plan is expected to go to the legislature by early 2004 and then to the voters in May 2004.

Chairman Melnychenko asked if the possibility for other funding would be available. Mr. Godec answered yes and ensured that Federal funding will always be an important part of the process. Even if voters approve the 1/2-cent sales tax, there is no doubt the need for funding will usually be greater than the estimated \$8.3 billion expected to be raised from the 1/2-cent sales tax.

Chairman Melnychenko commented that due to added growth in the community and the freeways already in place, it is important to consider that transit be linked regionally with other communities.

Vice-Chair Gilliland asked how much detail of the proposed plan would be made available to the public. Mr. Godec stated that depending on how comprehensive the plan is made; the more people would likely support something that is tangible. Even though transit considerations may have been developed, some projects will require study for over two to three years before it can be determined what the transit system will look like. Ms. Korf added that discussions on a regional map are being held in order to meet the needs for informing the public about road improvements and indicating where freeways and transit routes will go.

Vice-Chair Gilliland asked if the Arizona Department of Transportation (ADOT) will maintain control over expenditures on projects consisting of local street improvements, bus services, or more localized projects. Mr. Godec stated this issue is still under discussion. He mentioned that whatever the plan looks like, MAG is focusing on localized facilities or streets that offer connectivity across the Valley. The responsibility of the individual communities and cities to deal with their own local issues will also still exist.

Chairman Melnychenko asked if the Commission would be able to review the preliminary draft of the plan. Mr. Godec stated that a preliminary draft of the plan should be available to the Commission and should be on the Internet by the end of July. Mr. Godec also stated that consultants would continue to seek additional public input. Ms. Korf added that city staff has been working closely with MAG in the development of the Regional Transportation Plan.

Due to communities wanting to make sure they get their fair share of funds on specific projects, Commissioner Davis asked if there is any combination for the regional distribution of funds. Mr. Godec stated this issue is still under significant discussion and is being addressed at every meeting of the Transportation Policy Committee. Ms. Korf added that the Transportation Policy Committee meetings are open to the public. The next Transportation Policy Committee meeting will be held on July 2, 2003 at 2:00 p.m. at MAG located at 302 North Central Avenue, Suite 200, Phoenix, AZ.

7. REGIONAL MARKETING SERVICES.

Ms. Buchman gave an update on the extensive marketing services the City of Scottsdale receives from Valley Metro Regional Marketing Services. She explained that the Regional Marketing Services area consists of three separate sections that offer the following:

1. **Marketing.** This section produces the Bus Book, Dial-a-Ride Guide, passenger notices, car cards, and advertising in all media. A web page (www.valleymetro.org) is maintained and outreach with businesses, senior citizens, schools and the community is also conducted. Ms. Buchman stated that a new mascot for Valley Metro named "Click" the mouse will be used to promote the website. This division also does special events, promotions, giveaways, television commercials, and oversees the Bus Card Plus Program.
2. **Customer Service Center.** Division staff answers between 6,000-7,000 phone calls each day regarding transit. Staff also does on-line trip planning, which should be made available to users on the web by the end of the year. In addition, staff also offers bilingual customer assistance and schedules field trips.
3. **ADA Certification.** Staff in this area certifies eligible riders for special types of transit and special fares. This division also supplies identification badges for all passengers, students, or other special fare users.

Due to all the marketing materials and programs that have been done, Chairman Melnychenko questioned if there has been any way to measure the success of the marketing system for regional transit. Ms. Buchman commented that people recognize the Valley Metro symbol, bus book distribution, and passenger information. She mentioned it is not easy to measure the benefit of marketing strictly in terms of passengers on a bus, but believes there is value for the dollars spent. Statistics indicate there is an increasing demand for outreach events and that phone calls have increased from approximately 4,000 to 7,000 calls per day.

Due to some bus frequencies being reduced from 15 minutes to 30 or 60 minutes, Commissioner Hill asked if there is any way riders could learn (perhaps by a posted schedule at the bus stop) when the next bus will arrive while waiting at a specific stop. Commissioner Hill feels this is necessary to prevent riders from having to wait long periods of time in the heat and sun during the summer months. Ms. Buchman stated that

due to the large number of stops, it is impossible to have such a document posted at each individual stop. She mentioned that by early 2004, the City of Phoenix would roll out their Rapid System that will consist of a significant number of bus stops having "Next Bus" information. The bus stops that will be constructed for the Rapid System will have the capability of showing when the next bus will arrive. It is anticipated that the funding collected from the extension of the sales tax and other sources could ultimately be something that is common throughout the system.

8. DOWNTOWN PARKING MASTER PLAN UPDATE.

Ms. Clemann presented an update on the final phase of the downtown parking master plan and the program it supports. She explained that parking downtown is an intricate element in staffs' attempt to revitalize and reinvest the cycle in community change downtown.

Ms. Cleman mentioned that a consultant study of real-time parking conditions indicated that both the Fifth Avenue and Old Town Districts need additional parking. Staff is presently working with an architectural and structural engineering team, Dick and Fritsche Design Group and Walker Parking Company, to design both garages and produce construction documentation. In addition to providing vehicle storage, new parking facilities will provide several key pedestrian components including a wayfinding system that will direct vehicle passengers to downtown destinations, attractions, and multimodal facilities, such as bicycle lockers, trolley and transit stops, as well as restrooms, drinking water, and shaded benches.

The two sites being considered at this time are the Civic Center Garage and the 5th Avenue garage, which would provide strong pedestrian links throughout Old Town by using the parking structure as a transportation hub to link multiple modes like trolley and Valley Metro bus stops.

Ms. Clemann stated that Scottsdale has a reverse tourism season that falls between October thru March. Aggressive construction beginning April 2004 during the tourist off-season is being pursued. Both facilities are scheduled to be open for the November 2004 tourist season.

Ms. Clemann stated that the proposed 5th Avenue parking garage would contain about 400 spaces. It will include one level underground, a surface level, and two stories above that. The existing Civic Center garage in Old Town, on 2nd Street, would contain approximately 160 parking spaces. A second site at the intersection of 2nd and Brown Avenues is also being examined.

Ms. Clemann stated that at this time, staff is in the process of placing the parking master plan out for public review and comment (following final Old Town site selection).

Commissioner Johnson recommends that the proposed parking garages be constructed with the ability to be converted from a free parking garage to a garage requiring payment for parking. Ms. Clemann stated that conduit and the necessary features would be built into the structure for this purpose in the future.

Chairman Melnychenko questioned if the possibility of promoting street level activity has been considered. Ms. Clemann answered yes and stated that ongoing discussions are still being held in terms of bringing activity into the parking structures. She mentioned that pedestrian amenities are being focused on to provide links to pedestrians into the street and into the garage, which will result in street level activity. Ms. Clemann stated there has been mention of a possible indoor dining area consisting of a food vendor that will keep people coming in and out of the structure.

9. BUS SHELTER UPDATE.

Ms. Corathers reported that the bus shelter program is moving forward. She stated there is about \$1.2 million available for this program this upcoming fiscal year. These funds include federal grant money and transportation funds. She mentioned that staff continues to work with Capital Project Management in an effort to implement approximately 50 shelters with this amount of funding.

Commissioner Johnson questioned the cost of the newly designed bus shelters and believes they are expensive. Ms. Corathers stated the cost for each shelter is approximately \$20,000. She explained there are lots of contingencies, such as right-of-way acquisition, which are included in the cost. Ms. Korf added that the cost for each shelter includes the fabrication of the shelter, concrete work, site work, and site preparation for the shelter. Ms. Korf stated that the cost of approximately \$20,000 per shelter is comparable to what the cities of Tempe and Mesa are paying. Ms. Korf stated that the previous design made of customized heavy ironwork cost approximately \$40,000 each. This cost of \$40,000 was assuming there were no right-of-way issues.

Chairman Melnychenko asked if the colors for the proposed bus shelters will be compatible with the surrounding development or if a standard color has been set. He also asked if the shelters would be powered by solar or electric. Ms. Corathers stated that staff is looking at one standard color which makes the shelters easier to replace and maintain as necessary. She mentioned that the city's Development Review board and Planning Department feel comfortable with the colors as they relate to the character of the community citywide. The current plans for Scottsdale are based on the same shelters placed as in Tempe, which are designed to accommodate both solar and electric lighting.

Commissioner Johnson asked if misters will be available at the sites and asked when the bus shelters will be in place. Ms. Corathers stated that no misters are part of the plan. Ms. Korf added that staff is moving as quickly as possible on preparing the plans for bid. Transportation staff is working closely with Capital Project Management to have the plans out for bid by the end of the summer 2003 with construction to begin by the end of 2003.

10. COMMISSIONER COMMENTS.

Vice-Chair Gilliland asked for the status on filling the Commissioner vacancy of the Transportation Commission. Ms. Korf stated that the City Council has appointed Ms. Kelly McCall as the new Transportation Commissioner. Ms. McCall still needs to be sworn in by the City Clerk.

Vice-Chair Gilliland announced that Fran LaPrairie, Transportation Commission Coordinator, is retiring at the end of July after 20 years with the City of Scottsdale. Vice-Chair Gilliland and Commissioner Johnson thanked Ms. LaPrairie for all her assistance with the Commission.

11. GENERAL MANAGER COMMENTS.

None.

12. ADJOURNMENT.

**COMMISSIONER GILLILAND MOTIONED TO ADJOURN THE MEETING AT 7:35 P.M.
COMMISSIONER HILL SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY 5-0.**

Respectfully submitted,

Rose Arballo
Recording Secretary